

A young boy in a plaid shirt and jeans is running on a dirt road, followed by a black and white dog. The background features a blue sky with white clouds and green shrubs.

LIFE  
**UTAH**  
ELEVATED™

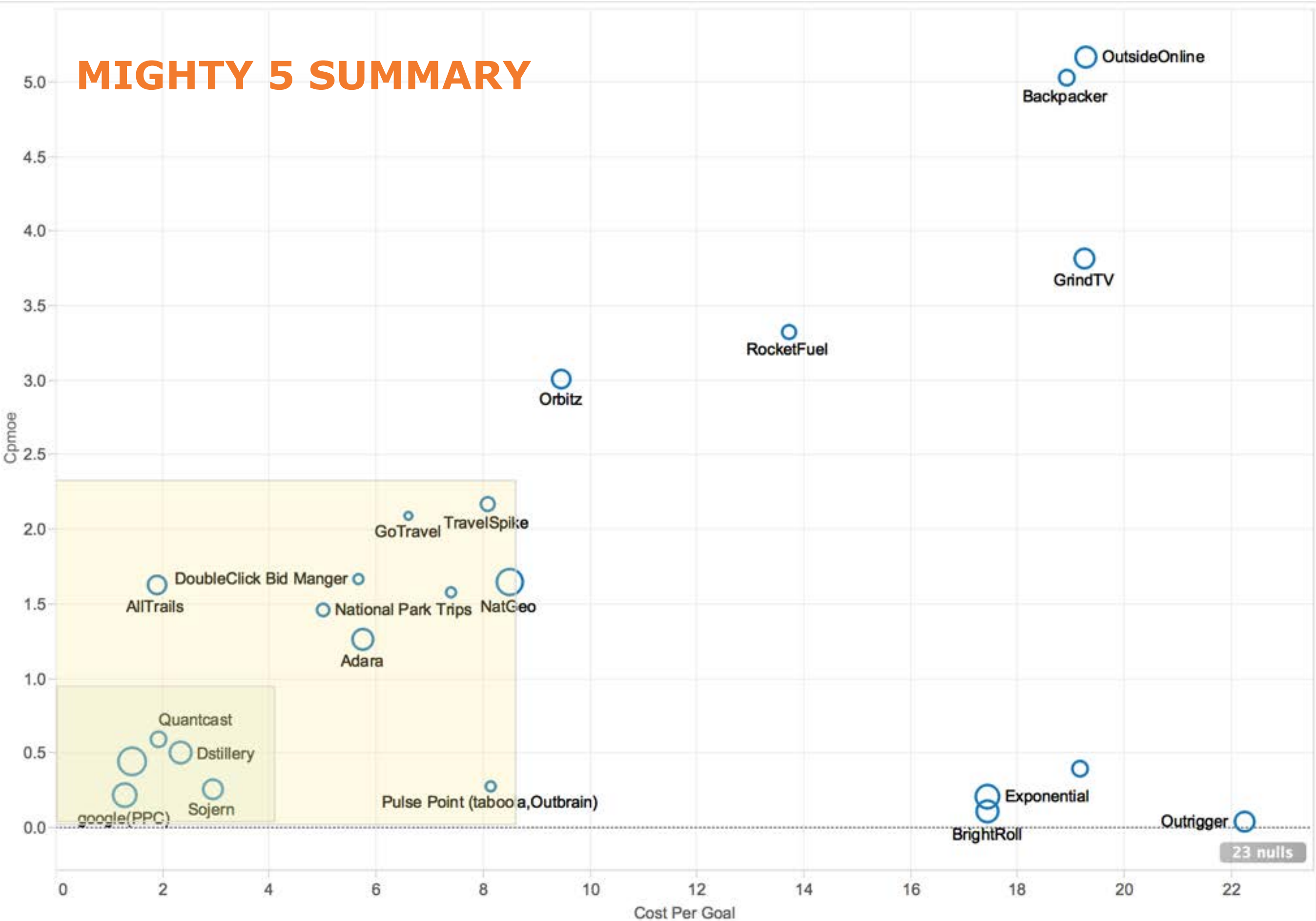
## COMMUNICATIONS UPDATE

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**Jay Kinghorn | Director of Communications and Digital Strategy**  
Utah Office of Tourism, Film and Global Branding

# **DIGITAL MARKETING CAMPAIGNS**

# MIGHTY 5 SUMMARY





**ORIGINAL: .17%**  
**ROUND 1 SNOW: .28%**  
**ROUND 2 SNOW: .36%**



# **FIND YOUR GREATEST DIGITAL**

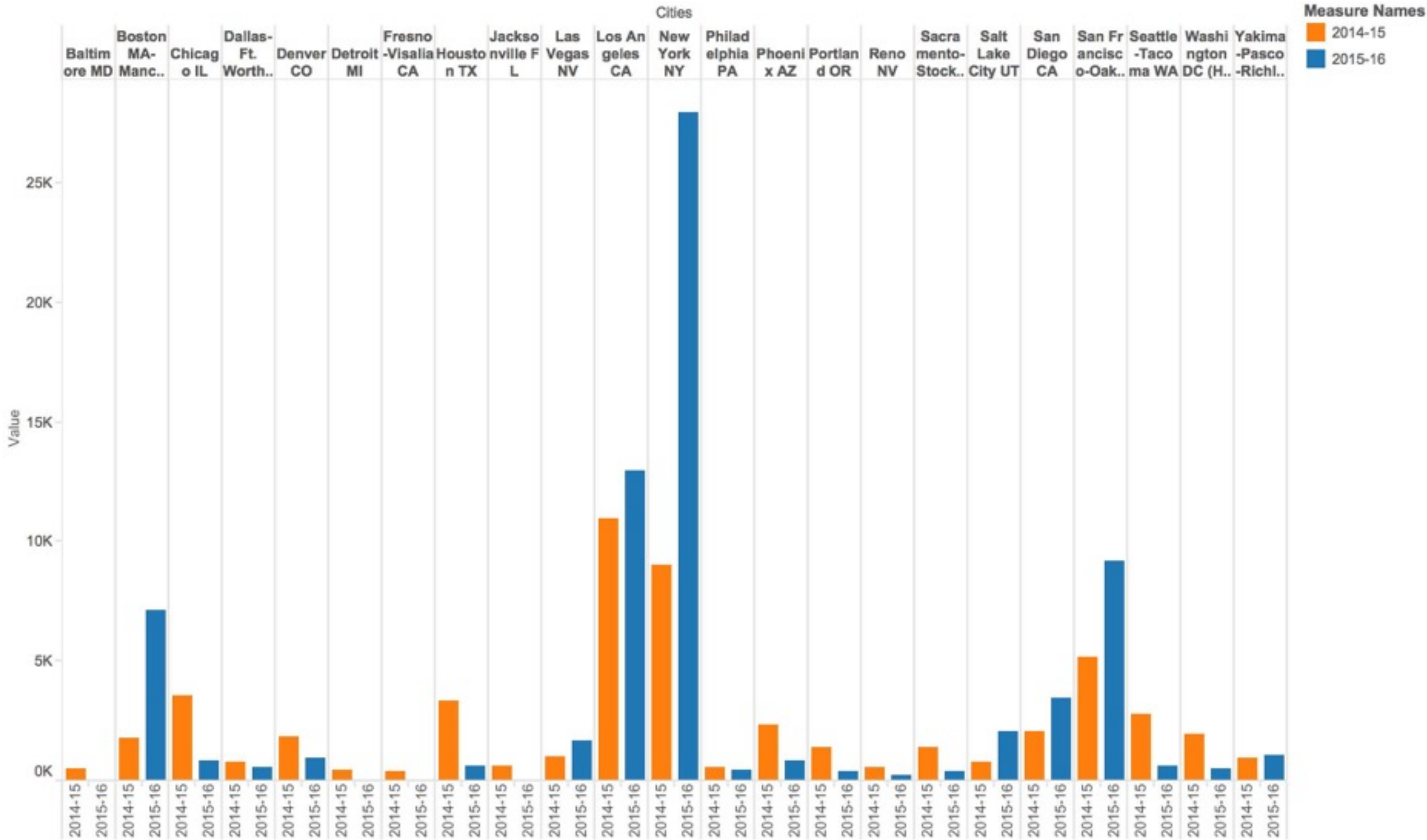
**FYG 14-15**

**SESSIONS: 93,058 AVG.SESSIOIN DURATION 0:32**

**FYG 15-16**

**SESSIONS: 110,423 AVG.SESSIOIN DURATION 0:26**

Sheet 1



2014-15 and 2015-16 for each Cities. Color shows details about 2014-15 and 2015-16. The view is filtered on Cities, which excludes Metro.

# **PUBLIC RELATIONS**



[Features](#) > [Top Après-Ski Spots in the USA](#)

# Top Après-Ski Spots in the USA

These enticing post-ski scenes offer great places to recharge and warm up after hitting the slopes.



## About This Blog

Travel smarter on your next getaway with tips, tricks and intel from En Route's panel of expert travelers.

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#1 London

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### Park City, Utah

True ski aficionados can't miss Snowbird, Utah – one of the best-kept secrets of West Coast skiing – but if you are looking for a trendy, post-ski scene, make your way to [Park City](#). Located approximately 30 miles southeast of Salt Lake City, Park City boasts two well-situated ski resorts: Deer Valley Resort and Park City Mountain Resort. With over 150 restaurants and unique après-ski features, such as the High West Distillery & Saloon, which prides itself as the only ski-in gastro-distillery in the world, Park City offers plenty of enticements on and off the slopes. Located in Old Town Park City, the distillery offers western fare, fine wine and spirits, along with its own small-batch whiskeys and vodkas. And even ski-averse winter enthusiasts will get a kick out of the [Waldorf Astoria Park City's](#) Powder Champagne Ice Lounge, which will open in winter 2016. The intimate bar will feature an outdoor lounge area and a bar crafted from three blocks of ice, set on top of another five blocks, with a large wooden base. Along with champagne, the bar will serve hors d'oeuvres and offer entertainment.





# Utah's Ski Country: a Preliminary Guide

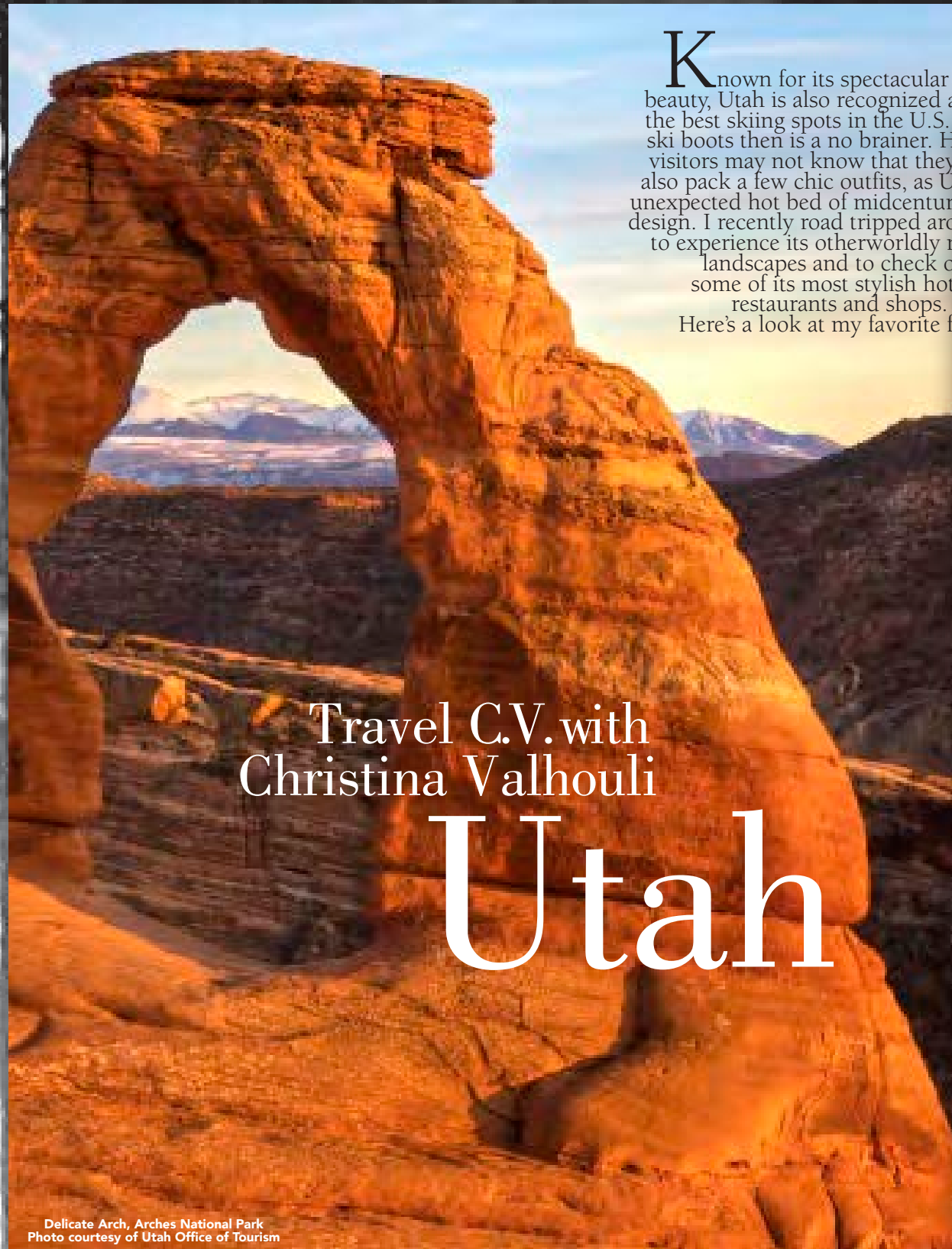
Whereas most Colorado resorts are located outside the big cities, [Salt Lake City](#) is literally surrounded by them. Flying into the airport, the metropolis has 10 world-class ski [resorts](#) right in its backyard (and the roads are gloriously traffic-free). In a single day, you can eat amazing food, see the [Utah Symphony](#) perform (be sure to present your lift ticket at the box office to [score \\$35 seats](#)), and, of course, ski.



Getty Images

Though less touted than its glitzier neighbor to the east, Utah ski country has one big advantage over Colorado: centrality.





Known for its spectacular natural beauty, Utah is also recognized as one of the best skiing spots in the U.S. Putting ski boots then is a no brainer. H visitors may not know that they also pack a few chic outfits, as U unexpected hot bed of midcentur design. I recently road tripped ar to experience its otherworldly r landscapes and to check o some of its most stylish hot restaurants and shops. Here's a look at my favorite fi

Travel C.V. with  
Christina Valhouli

# Utah

Delicate Arch, Arches National Park  
Photo courtesy of Utah Office of Tourism

**SALT LAKE CITY**

When visiting Salt Lake City, stay at **Hotel Monaco** — a unique hotel housed in a former bank. Inside, guests will find that the lobby level retains some of the bank's original tiled windows and vaulted ceiling. Start the day with a coffee and French toast stuffed with lemon cream cheese from **Burr's Bakery**, whose marble countertops and chalkboard menu make it seem as though it were transported from Paris. Next, explore the University of Utah's **Natural History Museum of Utah**, located at the Rio Tinto Center. The building, designed by Unexed Architects, is clad in 42,000 square feet of standing seam copper that was salvaged from the museum's interior is designed as if it were a canyon, with vertical "canyons" separating out from its walls, and its horizontal bands mimic Utah's layered rock formations. Although the drive is the museum's unparalleled collection of dinosaur bones, architecture tours of the LEED-certified building are also available. Finally, shop for midcentury furniture collections at **Tommy's House**, which is a quick stroll from the **Copper Diner**, an ideal spot for breakfast, lunch or happy hour. With its pressed-in ceiling and subway tiles, the restaurant's design is industrial-modern.

**CANYON**

**Amangiri** resort is often referred to as the best in the world, thanks to their combination of Asian-inspired design and flawless service. The challenge is that these resorts have limited accessibility with only two U.S. locations. The **Amangiri**, which opened in 2009, is surrounded by desert landscape and Lake Powell, and its streamlined design makes the most of this extraordinary landscape. In addition to its beautiful surroundings and design, the Amangiri spa offers Navajo-inspired treatments.

66 WINTER 2016





St. Regis Deer Valley



St. Regis Deer Valley



St. Regis Deer Valley



Park City



PARK CITY

This ski resort is arguably the most stylish destination in Utah. Ski bumps here aren't made of a resin, so people Park City Mountain Resort is now connected with Canyon Resort to create the largest ski area in the U.S. Hole up at the luxurious **St. Regis Deer Valley**, which offers a modern take on alpine decor via its use of stone and glass. The recently relocated **Kimball Art Center** acts as the hub of Park City's art scene. The **Riverhorse on Main** serves up Utah trout and local wines in a sleek black and white setting. New restaurants in town include **Hendle** and **Fletcher's**. For a dose of cowboy cool, head to **High West**, a saloon-style restaurant and whiskey distillery. Last stop is **Utah Olympic Park**, where visitors can ride the winter Comet bobsled or watch future Olympians train.



High West



Park City



High West



Dinosaur National Monument



VERNAL

Drive east to reach the small town of Vernal, the gateway to **Dinosaur National Monument**. While the park is famous for its wall of dinosaur bones, design buffs will love its Quarry Exhibit Hall, which was originally built in 1958 in classic modernist style. The building houses a preserved slice of quarry wall that encompasses more than 1,000 embedded dinosaur fossils. Also, don't miss out on the park's numerous petroglyphs and the remains of the John Mears Cabin, a former cattle rancher's home. Back in town, unwind with a craft beer, such as the **Altoona Amber**, at the glass-enclosed **Vernal Brewing Company**.



Quarry Hall



BLUFF

This tiny town in southeastern Utah is rich with history and architecture. In 650 A.D., Puebloans resided here, and in 1860, Bluff was settled by Mormons. Highlights include petroglyphs, the remains of Puebloan homes, and Bluff Fort, which features replicas of log cabins dating back to the 19th century. Bluff is also the base for **DesignHub@Bluff**, a graduate architecture program at the University of Utah in which students work closely with the local Navajo community to design and build projects ranging from private homes to rental cabins. The residences are modern and streamlined while still respecting local traditions. Though stylish in their simplicity, the projects are also sustainable, green and usually made with reclaimed materials. Students from the University of Colorado helped to design and build the **Mexican Water Cabins**, a pair of tube-like cabins that will be available to rent in the future. For more information, contact [mexicanwater@navajochapters.org](mailto:mexicanwater@navajochapters.org).



Bluff



# HERE THERE BE TIGERS

Utah's Boulder Mountain has more than 50 lakes and ponds packed with fish—including the highly-coveted tiger trout. All you need is some fly gear, a pumped-up float tube, and a rugged ride that'll get you to the top

By T. Edward Nickent  
Photographs by Nathaniel Welch

## PUBLIC RELATIONS FY16



46 Articles Placed

**16 IN TOP 50**

**25 IN TOP 100**

**SOCIAL MEDIA**





visitutah

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1,096 likes

6d

**visitutah** Start 2016 off on the right foot with a hike in a Utah state park near you! Once again, Utah State Parks is joining the [#FirstDayHikes](#) initiative by hosting six extraordinary New Years Day adventures across the state. [#FindYourPark](#) [#LifeElevated](#) [#NewYear2016](#) [#BeUtahful](#) [#Utahgram](#) [#WowUtah](#) [#NeverStopExploring](#)

**saracroes** [@apexcrudelis](#)

**slcblogger** Love Utah ❤️

**hikingdiva** Your maps and pamphlets were so helpful in planning my 2nd trip to Utah, just told someone else to hit up your site. I won't share mine bc I am going back for a month!

**tsfarling** [@darlingfarling](#) should we?

**darlingfarling** [@tsfarling](#) if we leave now, what time will we be in Utah? 😭😭😭

**tsfarling** [@darlingfarling](#) 7:47 am!

Log in to like or comment.

...





visitutah  
Eagle Point Resort

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884 likes

1w

visitutah Our idea of a picture-perfect Sunday starts with packing up our gear and heading up the mountain for breathtaking views and exhilarating runs. #snow #powday #skiing #snowboarding #SkiUtah

sydhbert11 @rediron84

linzertorten @hawaiian\_teddy\_bear ???

jessicaepeterson Fun memories!

@spencer\_ellsworth @dalline

@ellsworthdj123

@forgetmenotflowersandgifts

@robinellsworth

kaylascalf So beautiful!

mrluxuryski 🏆

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Santaquin Canyon

FOLLOW

751 likes

2w

visitutah Another perk of winter? Ice climbing! Santaquin Canyon offers some #beUTAHful nooks. Photo by Jeremiah Watt. #IceClimbing #LifeElevated #WinterFun

rob.lea @carolinegleich

lucid\_venusian Wow

craltom #santaquinforthewin!!

karalynney Sick. Let's go. @shaye\_dean @pcskidiot

girlonatrail @iboyer looks something you'd like to climb

abigails.adventures @richbliss

patmat17 this one looks fun!! @shuavirchow @alexakristine24

spencer2point0 @hoffman\_caleb @brandon.jensen85

sazkiaaidabellamia I ...L O V E. IT

Log in to like or comment.

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# INSTAGRAM

## FOLLOWERS:

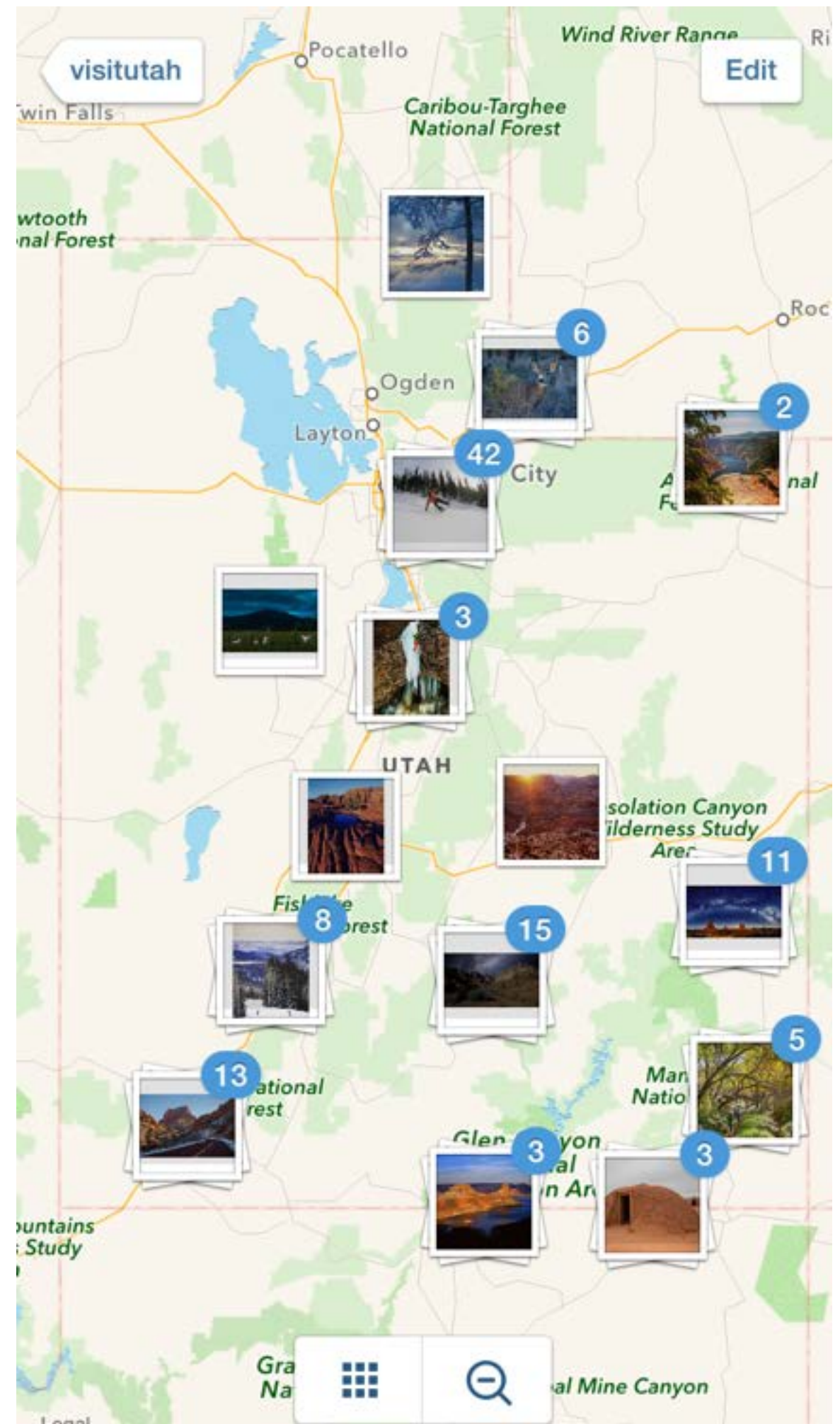
1/1/15 - 2004

1/1/16 - 19,215

## AVG ENGAGEMENT (LIKES)

DEC 2014 - 96

DEC 2015 - 849





# Northern Utah

The Entire State of Utah is full of incredible landscapes and vistas. That's why Utah is Life Elevated! Check out some of the places to make sure you visit in Northern Utah.

For many, Utah mountain biking conjures visions of Moab's fabled trails. But limiting your view to Moab for mountain biking misses the state's diversity of trails, terrain and experiences. Northern Utah has some amazing mountain biking trails for you to explore.

Pinned from  
visitutah.com



Deer Creek State Park lies in the southwest corner of beautiful Heber Valley. Deer Creek reservoir is also extremely popular for boating, wind surfing, sunbathing, swimming, and sailboating.

Pinned from  
visitutah.com



Willard Bay State Park is a freshwater reservoir that is located only miles from both Ogden and Brigham City, UT, and offers awesome camping and boating, excellent birding and exciting fishing.

Pinned from  
visitutah.com



from Foursquare

## City of Ogden

With history dating back to the first Transcontinental Railroad, the city of Ogden, Utah is rich with stories and sights for all ages.

Pinned from  
visitutah.com



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visitutah.com



from Foursquare

## Jordanelle State Park

Nestled in the rolling mountains north of Heber City, Utah sits the beautiful Jordanelle Reservoir, fed by the Provo River and impounded by the Jordanelle Dam.

Pinned from  
visitutah.com



Sailing or just 'floating' are the most popular activities on Utah's Great Salt Lake, the 6th largest lake in the US and 34th largest in the world.

Pinned from  
visitutah.com



from Foursquare

## Temple Square

Temple Square in Salt Lake City is Utah's most popular tourist attraction. Whether it's the rich history, the gorgeous gardens and architecture, or the vivid art and culture that pulls you in, you'll be sure to have an unforgettable experience.

Pinned from  
visitutah.com



The Bear River Migratory Bird Refuge is one of the best birding



Just a short 20 minutes northeast of Park City lies another of Northern Utah's famous Blue Ribbon fisheries — the Weber River. The Weber humbly rises out of various lakes in the northeastern Uinta Mountains. Cool, clear water begins its descent into the "Thousand Peaks Ranch," one of the first fly-friendly sections of the river's 125-mile trek toward the Great Salt Lake.

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visitutah.com



from Foursquare

## Natural History Museum of Utah

Get up close and personal with some dinosaurs at the Natural History Museum of Utah.

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visitutah.com



Fish Lake Loop begins near the Fish Lake Lodge and provides forested scenery and access to high elevation terrain and unmatched views.

Pinned from  
visitutah.com



Antelope Island is the largest island in the Great Salt Lake. It is a craggy adventure destination home to 36 miles of hiking and mountain bike trails meandering among free-roaming bison and antelope herds.

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**EMAIL +  
NATIVE CONTENT**



Play outside, taste the harvest or breathe the cool mountain air.

[View this email in your browser](#)

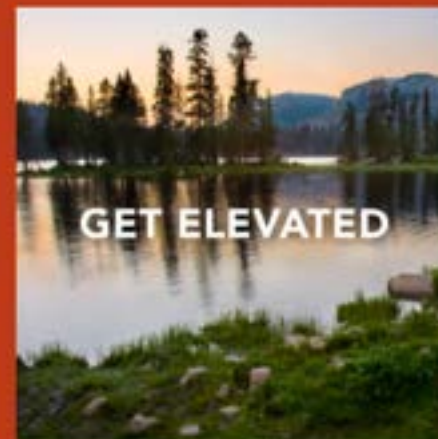
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## EXPLORE 8 STATE PARKS NEAR THE MIGHTY 5

Explore eight enticing state parks near The Mighty 5® national parks of Southern Utah.

[READ MORE](#)



### GET ELEVATED

Drive the Mirror Lake Scenic Byway and stop at 10,700' for the famous (and family-friendly) hike up Mount Baldy.

[READ MORE](#)



### FISH UTAH

Utah has more than 1,000 fishable lakes and numerous fishing streams. Here are 9 destination rivers and lakes to fish now.

### - TASTE THE HARVEST - UTAH'S FAMOUS FRUIT HIGHWAY



[READ MORE](#)

### - PARK SPOTLIGHT - BEAR RIVER MIGRATORY BIRD REFUGE



Bid fond farewell to avocets, stilts, plovers and curlews; welcome the harriers.

[READ MORE](#)

## **AUGUST E-NEWSLETTER**

Sent to 110,319 Subscribers

### **LINK CLICKS**

STATE PARKS 3825  
MIRROR LAKE 672  
BRIGHAM CITY 629  
BEAR RIVER 327  
FISHING 263

**AVG. SESSION DURATION** 2:22



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THANK YOU